



Water Efficiency Plan: Together We Are Water Wise

Our 2050 Vision

Water efficiency has been embedded as a key part of Calgary's integrated water management approach. It supports protecting the rivers we share, strengthening community resilience, and ensuring water is available for all – now and into the future.

By 2050, we envision a Calgary that:

- Practices water-wise habits as part of everyday life
- Uses the right water for the right purpose
- Designs landscapes that don't rely on treated drinking water
- Plans community growth and economic development with water in mind
- Leverages real-time data to guide education and action
- Manages a resilient and reliable water infrastructure system

Water Efficiency Goal

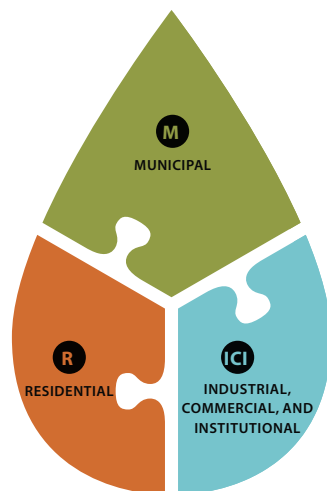
20% reduction
in per capita water
demand by **2040**

Target



Per capita demand
315 LPCD by 2030
285 LPCD by 2040

Note: LPCD is litres per capita per day.



Focus Areas

Actions

Sector

Targets



Fixing leaks and optimizing system performance

Action 1. Advance the Accelerated Water Loss Program

M



Reduce Water Loss
Initial target: 3.0 infrastructure Leakage Index (ILI) by 2030



Using data and technology to make better decisions

Action 2. Continue the Water Meter Replacement Program

M

R

ICI



Water Meter Replacement
100% transition to advanced metering technology by 2031



Protecting water availability during high-demand times

Action 3. Introduce an Outdoor Watering Schedule
Action 4. Expand the Water Managed Sites Program

M

R

ICI



Peak Day Demand
Remain below 908 ML/day through 2040



Protecting the Bow and Elbow Rivers

Action 5. Strengthen Water Efficiency Regulations, Standards and Design Guidelines

M

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ICI



River Withdrawals
Remain below 233,000 ML/year through 2040



Planning for a financially sustainable water future

Action 6. Pursue Conservation-Oriented Rate Structures

M

R



Residential Demand
160 by LPCD 2030
150 by LPCD 2040



Empowering Calgarians and businesses to use water wisely

Action 7. Expand Access to Water Efficiency Programs
Action 8. Introduce Residential Landscape Transformation Education and Incentives
Action 9. Promote Indoor Water Use Education and Incentives
Action 10. Implement a Water Efficient Business Program
Action 11. Support Water Efficient Industrial Commercial, and Institutional Growth

M

R

R

R

ICI

ICI



Residential Demand
160 by LPCD 2030
150 by LPCD 2040



Institutional, Commercial and Industrial (ICI) Demand
Establish target(s) by 2030

Note: Actions are shown next to primary focus areas and targets, but can contribute to multiple focus areas.